

|   |                        |                    |            |
|---|------------------------|--------------------|------------|
| <b>INFORMATION DISCLOSURE<br/>STATEMENT BY APPLICANT</b><br>( Not for submission under 37 CFR 1.99) | Application Number     |                    | 10659746   |
|   | Filing Date            |                    | 2003-09-11 |
|   | First Named Inventor   | Esther Dabney      |            |
|   | Art Unit               | 3684               |            |
|   | Examiner Name          | William E. Rankins |            |
|   | Attorney Docket Number | 1266-27            |            |

| U.S.PATENTS       |         |               |                        |            |   | Remove   |
|-------------------|---------|---------------|------------------------|------------|---|--|
| Examiner Initial* | Cite No | Patent Number | Kind Code <sup>1</sup> | Issue Date | Name of Patentee or Applicant of cited Document | Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear |
|                   | 1       | 7028002       |                        | 2006-04-11 | Wakabayashi et al.                              |  |
|                   | 2       | 6934634       |                        | 2005-08-23 | Ge  |  |
|                   | 3       | 6865575       |                        | 2005-03-08 | Smith et al.                                    |  |
|                   | 4       | 5842178       |                        | 1998-11-24 | Giovannoli                                      |  |

If you wish to add additional U.S. Patent citation information please click the Add button. Add

| U.S.PATENT APPLICATION PUBLICATIONS |         |                    |                        |                  |   | Remove   |
|-------------------------------------|---------|--------------------|------------------------|------------------|---|--|
| Examiner Initial*                   | Cite No | Publication Number | Kind Code <sup>1</sup> | Publication Date | Name of Patentee or Applicant of cited Document | Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear |
|                                     | 1       | 20070073758        |                        | 2007-03-29       | Perry et al.                                    |  |
|                                     | 2       | 20060195428        |                        | 2006-08-31       | Peckover  |  |

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
( Not for submission under 37 CFR 1.99)

|                        |                    |
|------------------------|--------------------|
| Application Number     | 10659746           |
| Filing Date            | 2003-09-11         |
| First Named Inventor   | Esther Dabney      |
| Art Unit               | 3684               |
| Examiner Name          | William E. Rankins |
| Attorney Docket Number | 1266-27            |

|   |             |            |                  |  |
|---|-------------|------------|------------------|--|
| 3 | 20060122812 | 2006-06-08 | Tinseth          |  |
| 4 | 20060026071 | 2006-02-02 | Radwin           |  |
| 5 | 20040199496 | 2004-10-07 | Liu et al.       |  |
| 6 | 20020065707 | 2002-05-30 | Lancaster et al. |  |

If you wish to add additional U.S. Published Application citation information please click the Add button. [Add](#)

**FOREIGN PATENT DOCUMENTS**

[Remove](#)

| Examiner Initial* | Cite No | Foreign Document Number <sup>3</sup> | Country Code <sup>2</sup> | Kind Code <sup>4</sup> | Publication Date | Name of Patentee or Applicant of cited Document | Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear | T <sup>5</sup>           |
|-------------------|---------|--------------------------------------|---------------------------|------------------------|------------------|---|--|--------------------------|
|                   | 1       |                                      |                           |                        |                  |   |  | <input type="checkbox"/> |

If you wish to add additional Foreign Patent Document citation information please click the Add button. [Add](#)

**NON-PATENT LITERATURE DOCUMENTS**

[Remove](#)

| Examiner Initials* | Cite No | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published. | T <sup>5</sup>           |
|--------------------|---------|---|--------------------------|
|                    | 1       | "AutoTrader.com Launches 'Find Your Dealer' Feature," press release, 1 page (5/17/06)   | <input type="checkbox"/> |
|                    | 2       | Advanced Froogle Search - Ford Dealers, 5 pages (9/24/06)   | <input type="checkbox"/> |

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
( Not for submission under 37 CFR 1.99)

|                        |                    |
|------------------------|--------------------|
| Application Number     | 10659746           |
| Filing Date            | 2003-09-11         |
| First Named Inventor   | Esther Dabney      |
| Art Unit               | 3684               |
| Examiner Name          | William E. Rankins |
| Attorney Docket Number | 1266-27            |

|    |   |                          |
|----|---|--------------------------|
| 3  | Google Search - 22203 Ford Dealers, 2 pages (9/23/06)   | <input type="checkbox"/> |
| 4  | Yahoo Search -Ford Roswell, 3 pages (9/22/06)   | <input type="checkbox"/> |
| 5  | Google Search - Ford Roswell, 2 pages (9/22/06)   | <input type="checkbox"/> |
| 6  | JEFF D. OPDYKE, "How You Can Haggle For That Ride..." Book Excerpt, The Wall Street Journal Online, 3 pages (4/16/2006)   | <input type="checkbox"/> |
| 7  | "Break down," The Economist," 2 pages (5/20/1999)   | <input type="checkbox"/> |
| 8  | RIVA RICHMOND, "Click Here for Neighborhood Guide, Google, Yahoo Tweak Their 'Local Services' In a Bid to Attract Consumers," The Wall Street Journal Online, 3 pages (4/27/06) | <input type="checkbox"/> |
| 9  | Office Action dated 2009-12-24 in related Application No. 11/565,147  | <input type="checkbox"/> |
| 10 | Office Action dated 2010-06-18 in related Application No. 11/565,147  | <input type="checkbox"/> |

If you wish to add additional non-patent literature document citation information please click the Add button

**EXAMINER SIGNATURE**

|                    |                   |                 |            |
|--------------------|-------------------|-----------------|------------|
| Examiner Signature | /William Rankins/ | Date Considered | 12/01/2010 |
|--------------------|-------------------|-----------------|------------|

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> See Kind Codes of USPTO Patent Documents at [www.USPTO.GOV](http://www.USPTO.GOV) or MPEP 901.04. <sup>2</sup> Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>3</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>4</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>5</sup> Applicant is to place a check mark here if English language translation is attached.